

## CLAIMS

1. A method of obtaining selected content for a web page, wherein the selected content itself is not initially part of the web page, the web page including script associated with the selected content, the method comprising:

(a) a web browser requesting a web page that includes script associated with the selected content; and

(b) the web browser interpreting the script and formatting a request for obtaining the selected content from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

2. A method of claim 1 further comprising:

(c) a remote site receiving the request and authenticating whether the URI is authorized to receive the selected content, and, if so, the remote site locating the selected content, and sending the selected content to the web browser; and

(d) the web browser assembling the initially requested web page using the selected content obtained from the remote site.

3. The method of claim 2 wherein the remote site is a web server, and the selected content is stored in a content repository connected to the web server.

4. The method of claim 2 wherein the selected content includes two or more different selected content, each selected content being used for different parts of the web page, wherein each selected content has its own script for implementing steps (b)-(d).

5. The method of claim 2 wherein in step (c), if the URI is not authorized to receive the selected content, the remote site sends a signal to the web browser that the selected content is not available, and the web browser assembles the web page without the selected content.

6. The method of claim 1 wherein the URI is a uniform resource locator (URL).

7. The method of claim 1 wherein the selected content is only a portion of the web page.

8. The method of claim 1 wherein the selected content is a digital asset.

9. The method of claim 1 wherein the selected content is an executable file.

10. The method of claim 1 wherein the script includes a subscriber identifier and a content identifier, and step (b) further comprises using the subscriber identifier and the content identifier to create the unique identifier of the selected content.

11. The method of claim 1 wherein the web page is constructed using HTML, and the script is embedded therein.

12. The method of claim 1 wherein the script is JavaScript.

13. A method of syndicating digital assets comprising:

(a) constructing a web page; and

(b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, wherein the script, when executed by a browser, requests the content of the digital asset from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

14. A method of claim 13 wherein the script is JavaScript.

15. A method of claim 13 wherein the selected content is an executable file.

16. A method of claim 13 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the selected content.

17. An article of manufacture for syndicating digital assets, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

(a) constructing a web page; and

(b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, wherein the script, when executed by a browser, requests the content of the digital asset from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

18. The article of manufacture of claim 17 wherein the script is JavaScript.

19. The article of manufacture of claim 17 wherein the selected content is an executable file.

20. The article of manufacture of claim 17 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the selected content.

21. An apparatus for syndicating digital assets comprising:

(a) means for constructing a web page; and

(b) means for inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, wherein the script, when executed by a browser, requests the content of the digital asset from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

22. The apparatus of claim 21 wherein the script is JavaScript.

23. The apparatus of claim 21 wherein the selected content is an executable file.

24. The apparatus of claim 21 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the selected content.